

Members

Sen. James Merritt, Chair
Sen. David Ford
Sen. Allie Craycraft
Sen. James Lewis
Sen. William Ruppel, Vice-Chair
Rep. Phyllis Pond
Rep. Robert Bischoff
Rep. Phil Pflum



STATE FAIR ADVISORY COMMITTEE

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MEETING MINUTES¹

Meeting Date: July 27, 2006
Meeting Time: 10:30 a.m.
Meeting Place: 1201 East 38th Street, Center for
Agricultural Science and Heritage
Meeting City: Indianapolis, Indiana
Meeting Number: 1

Members Present: Sen. James Merritt, Chair; Sen. David Ford; Sen. Allie Craycraft;
Sen. James Lewis; Sen. William Ruppel, Vice-Chair; Rep. Phyllis
Pond; Rep. Robert Bischoff; Rep. Phil Pflum.

Members Absent: None.

Call to Order. Sen. Merritt, Chair of the committee, called the meeting to order. He asked members of the committee to introduce themselves. After introduction of the members, the Chair asked for the preliminary report on the 2006 Indiana State Fair.

Activities at the Fair Grounds and the 2006 Indiana State Fair. Cynthia Hoyer, Executive Director of the Indiana State Fair, provided an overview of recent activities at the State Fairgrounds. In May, the International Association of Fairs and Expositions Management Conference met at the Fairgrounds. Members were impressed with the facilities and the fact that buildings were restored as opposed to torn down. Visitors were also complimentary about the Fairgrounds infrastructure. However, they were most impressed with the care and enthusiasm of the staff. Ms. Hoyer recognized the legislators for what they have done to provide for the facilities.

The Fairgrounds also hosted the National Junior Angus Show. Thirty-eight states were represented with 1,600 head of cattle. The Show was last held at the Fairgrounds in 1998, and members were also complimentary about the facilities.

¹ Exhibits and other materials referenced in these minutes can be inspected and copied in the Legislative Information Center in Room 230 of the State House in Indianapolis, Indiana. Requests for copies may be mailed to the Legislative Information Center, Legislative Services Agency, 200 West Washington Street, Indianapolis, IN 46204-2789. A fee of \$0.15 per page and mailing costs will be charged for copies. These minutes are also available on the Internet at the General Assembly homepage. The URL address of the General Assembly homepage is <http://www.in.gov/legislative/>. No fee is charged for viewing, downloading, or printing minutes from the Internet.

The Fairgrounds has also hosted the National American Dairy Goat Association. Currently, 3,600 bottles of wine are being judged for the International Wine Competition at the Blue Ribbon Pavilion.

Ms. Hoyer provided a hand-out entitled "What's New" at the 2006 Indiana State Fair. (See Exhibit I.) The Fair will be held from August 9th through the 20th. The Fair has doubled the number of special events and displays. This year there will be 150 displays. Highlights will include an interactive fishing pond and a butterfly corner, which has been funded through a Indiana Department of Transportation Enhancement grant. Sponsorship is up by 7%. Marsh Supermarket did not return as a sponsor but will serve as a retail ticket location. There are 30 new sponsors for a total of 60 corporate sponsors. Daylight Savings Time will probably help the Fair. Farmers Day is August 15th. A tractor parade will begin downtown and end at the Fairgrounds. Weather will be the remaining determining factor in terms of the success of the fair.

Attendance at the 2004 Fair was a record at 900,000. Attendance at the 2005 Fair was 820,000. The first weekend included rain and humidity. However, the last Sunday of the fair saw a record crowd of 93,000, or over 10% of the entire attendance. During the last Sunday, soldiers in uniforms enter free of charge, and veterans receive reduced fare.

Sen. Merritt asked about the 38th Street construction. Ms. Hoyer indicated that the City of Indianapolis has indicated that 38th Street will be open for the Fair from Fall Creek to College. All six lanes will be opened, but not landscaped. Street lightning will also not be complete.

Rep. Ruppel noted that the bridge off of Fall Creek that goes over to the Fair is an earthen bridge and is in need of repair. The bridge has a lot of foot traffic.

Repair of Facilities. Ms. Hoyer explained that the Administration Building has received a face-lift with tuck-pointing. The building is the oldest. It was built in 1892 with additions made in 1927. The first floor has been made ADA accessible.

The South Pavilion contains 140,000 square feet of space wrapped with three cores of brick. An elevator is being added to the Communications Building. Installation should be complete by the beginning of the Fair.

The Center and South Buildings of the 4-H Complex are being renovated. Phase I of the 3rd building includes tuck-pointing. Phase II will include mechanical and electrical work. Phase III involves renovation of the interior. The entire project is expected to take three years to complete in order to be ready for the 2008 State Fair.

The Fair Board has received a directive from the Governor to develop a strategic plan. The Fair has hired a consulting team to explore the next chapter of the Fair, develop a strategic plan and master plan as to where the State Fair is headed.

Report from the Center for Agricultural Science and Heritage (The "Barn"). Justin Armstrong, Director of the Barn, provided a newsletter that detailed the work of the Barn. (See Exhibit II.) The Barn is working on developing an implementation plan to bring students on site for educational purposes and to provide outreach to all 92 counties with the use of a van. The Barn plans to incorporate programs into distance learning that will be broadcast over the world. The new logo will be "The Barn at the Indiana State Fair Grounds."

Farmers Market. The Farmers Market has been moved to the Monon Trail. Some vendors have seen a substantial increase in sales. The new location allows access during the Fair.

Next Meeting Date. The next meeting date was tentatively set for Wednesday, September 27th, 10:30 a.m. The meeting will be held in the Board Room of the Administration Building at the Indiana State Fair Grounds, 1202 E. 38th Street, Indianapolis, Indiana.

Adjournment. There being no other business, the Chair adjourned the meeting at approximately 11:30 a.m.